

# NATIONAL UNIVERSITY OF SINGAPORE

School of Computing

## C S S E M I N A R

**Title:**            **Understanding Underutilisation**

**Speaker:**        Dr. Kher Hui Ng  
Research Fellow of School of Computer Science  
University of Nottingham Malaysia Campus

**Date/Time:**     7 August 2014, Thursday, 10:00 AM to 12:00 PM

**Venue:**            MR3, COM2-02-26

**Chaired by:**    Dr Zhao Shengdong, Assistant Professor, School of Computing  
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### ABSTRACT:

This project, a research collaboration between University of Nottingham Malaysia Campus, Crops for the Future Research Centre (CFFRC) and Horizon Digital Economy Research Institute UK, focuses on understanding why people buy or not buy underutilised fruit and vegetables. Underutilised fruit and vegetables are locally available tropical produce, which may have been grown and/or used more widely or intensively but are now falling into disuse for many reasons. These fruit and vegetables could play a key role in ensuring greater food security in Malaysia and other developing tropical countries. Our approach is to initially deploy broad surveys and interviews with main household shoppers to understand attitudes and behaviours linked to the consumption of fruit and vegetables, especially underutilised produce. Then we have conducted a more focused digital ethnography study using wearable cameras to explore current behaviours related to the purchase and consumption of fruit and vegetables. We hope to identify barriers and opportunities related to the purchase of underutilised crops, in order to inform the creation of digital interventions to encourage more sustainable behaviour. It is hoped that by encouraging people to seek out underutilised crops, this may drive greater demand for them, which will in turn 'pull' supply.

### BIODATA:

Dr Kher Hui Ng (Marina) is a Research Fellow in the School of Computer Science at the University of Nottingham Malaysia Campus. Her research expertise is in the field of Human-Computer Interaction (HCI), specialising in mobile, tangible and ubiquitous computing. She has been developing novel interactive technologies-merging physical and digital interactions to explore new ways of living, playing and working. She has extensive experience in conducting interdisciplinary research to create engaging user experiences, employing ethnography, user-centred design, iterative prototyping and participatory design approach,

and also deploying and studying them 'in the wild'. Dr Marina Ng has published her research findings in top HCI conferences to include ACM Conference Proceedings of Human Factors in Computing Systems (CHI), Personal Ubiquitous Computing Journal, ACM Computer-Supported Collaborative Learning (CSCL), and ACM Advances in Computer Entertainment Technology (ACE). Dr Marina Ng has worked in collaborations with external organisations and individuals in the UK e.g. artists, museums, visitor's centres, and schools to encompass technologies for the school, culture and entertainment.

Dr Marina Ng's research started in 2000 through her final year project at Multimedia University, Malaysia, which resulted in several journal and conference publications, and a RM3 million MSC grant to the university. She was awarded the prestigious British Chevening Scholarship to pursue her postgraduate studies in the UK. In 2002, she was awarded a Master of Research (MRes) from the Mixed Reality Lab, University of Nottingham UK. In 2006, she completed her PhD within 3 years of starting under the supervision of Prof Steve Benford and Dr Boriana Koleva. It was also awarded without conditions (one of the few in the history of the school to have passed without corrections). She has joined the University of Nottingham Malaysia Campus since Jan 2014. Her long term goal is to promote HCI research within the region.